

METHOD OF AND SYSTEM FOR PROCESSING TRANSACTIONS

ABSTRACT OF THE DISCLOSURE

A method of and system for conducting electronic commerce segments an enterprise is segmented into a single firm side system, and multiple customer facing and street side systems. The firm side system maintains a single system of record for the enterprise. The customer facing systems provide an interface between the enterprise and the customer. The street side systems are in communication with the customer facing systems. The street side systems provide an interface between the enterprise and various markets.

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